

Montana Lewis & Clark Bicentennial Commission

INTERIM REPORT ■ FEBRUARY 2005



First Leg of the Portage by Ron Ukrainetz — Courtesy of the artist

On January 18, 2003, Montana, along with the rest of the nation, marked the official start of the Bicentennial commemoration of the Lewis and Clark Expedition. This second Interim Report summarizes Montana's Bicentennial effort over the preceding two years and outlines the scope and variety of programs and events planned through 2006.

INTRODUCTION TO THE COMMISSION

Formation

To ensure that Montana's communities were properly prepared to observe the Bicentennial, the Legislature in 1997 statutorily created the Lewis and Clark Bicentennial Commission, with an enacting date of October 1, 1997, and a sunset date of December 31, 2007.

Administration

The Commission is attached to the Montana Historical Society for administrative purposes only as provided in 2-15-121, MCA.

Role and Responsibilities

The Commission according to statute is responsible for coordinating and promoting the observance of Montana's bicentennial commemoration of the Lewis and Clark expedition and the importance of the roles played by Montana's Indian people to the Expedition. The mission of the Commission is to be the officially recognized leader in planning and coordinating the observance of the Bicentennial in Montana. The five areas of responsibility addressed in statute include:

- Cooperation with national, regional, statewide and local events
- Plan, coordinate or assist in planning and coordinating bicentennial events
- Engage in fundraising activities, including revenue earning enterprises
- Promote public education concerning the Expedition and the history and culture of Montana's Indian people at the time of the Expedition
- Perform other related duties

Membership

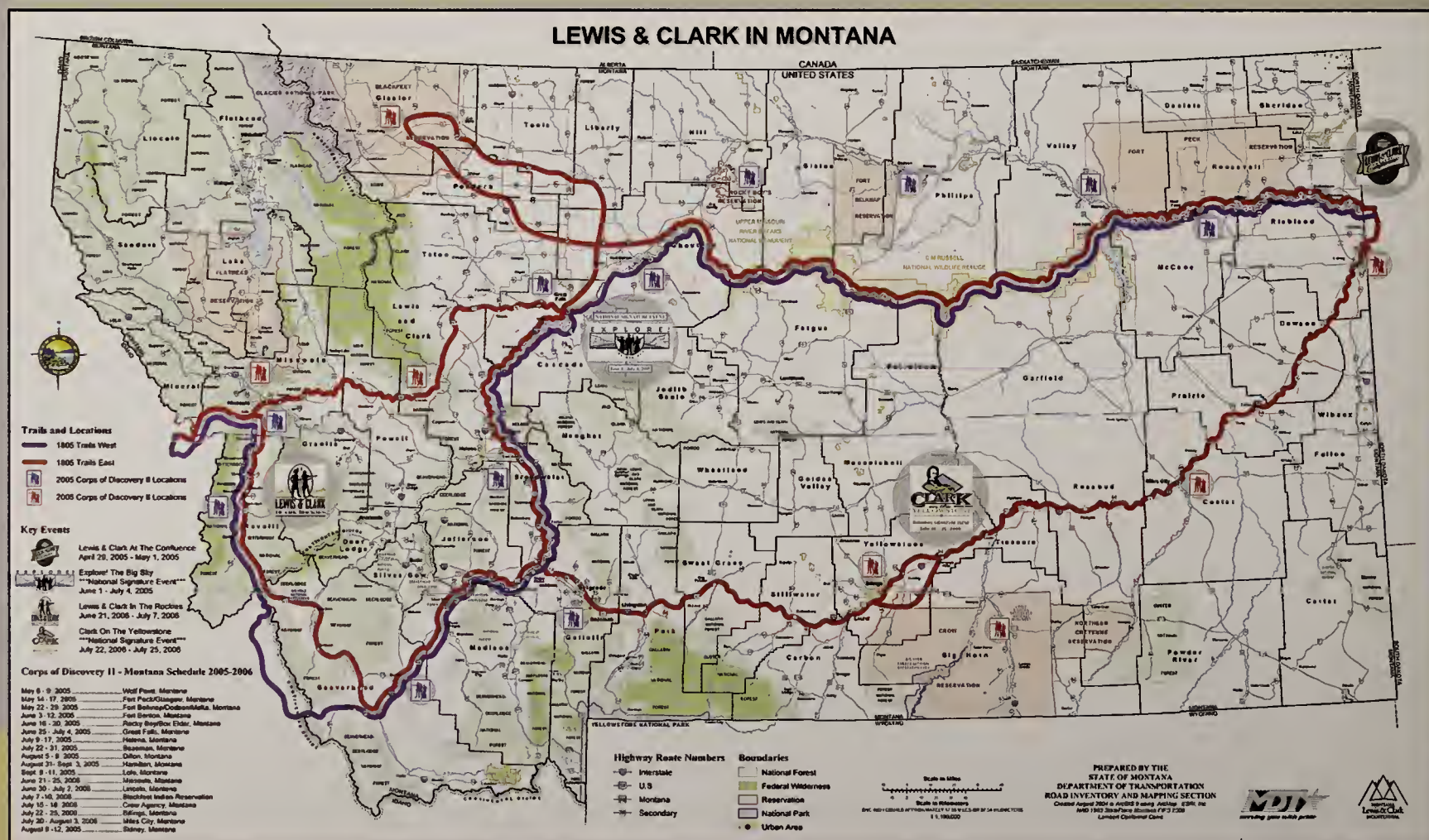
The Commission is comprised of 12 members, 9 of which are appointed by the Governor to serve staggered 3-year terms. Members must have an interest in the history of the expedition and are selected to represent various elements of the private sector (education, history, business, etc) and geographical areas of the state. By statute at least three of the Commissioners are American Indian and live on one of Montana's seven reservations. The remaining three Commissioners are the directors of the Montana Historical Society, Travel Montana, and the Parks Division of Fish, Wildlife and Parks. The Commission holds three meetings annually.

Current Commission Membership:

Betsy Baumgart, Helena
 Marcy Hamburg, Sidney
 Darrell Kipp, Browning
 Jack Lepley, Fort Benton
 Wyman McDonald, Polson
 Darrell Martin, Hays
 Doug Monger, Helena
 Arnold Olsen, Helena
 Jeanette Rasmussen, Choteau
 Homer Staves, Billings
 Hal Stearns, Missoula
 Betty Stone, Glasgow

Staff:

Clint Blackwood, Executive Director
Rita Cortright, Program Specialist



GRANTS PROGRAM

Project Grants

Beginning in 2000, the Commission established an annual grants program offered to Montana non-profit organizations for the funding of Lewis & Clark-related projects. In addition to a portion of the Commission's annual budget, the following entities have contributed to the grant pool: Montana Department of Transportation, US West, Bonneville Power Administration, Qwest Foundation, U.S. Forest Service and the Montana Department of Commerce.

From 2000–2004, a total of \$713,373 was granted to 67 grantees for a wide range of projects such as interpretive signage, native plant parks, in-depth teacher training, a L&C educator's resource guide, replica uniforms, teaching trunks, tribal oral histories, museum exhibits, murals, community festivals and re-enactments. Grants ranged from \$2,500 to \$25,000 with an 18-month period completion timeline. In 2005, the Commission shifted funding support from project grants to program grants.



Native Plant Garden at Crazy Mountain Museum, Big Timber, Montana

Organization and Planning Grants

Annual O&P grants were first offered in 2001 to Regional Bicentennial Commissions and Tribes in an effort to assist county-sanctioned regional commissions and tribal representatives with bicentennial planning efforts. A total of \$170,170 in O&P funding is projected through fiscal year 2005, with grants averaging \$1,800 annually.

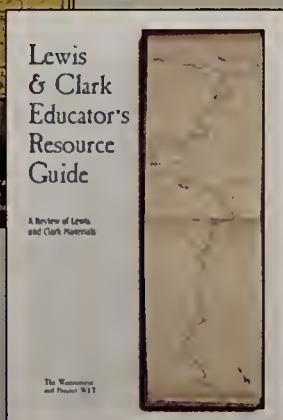
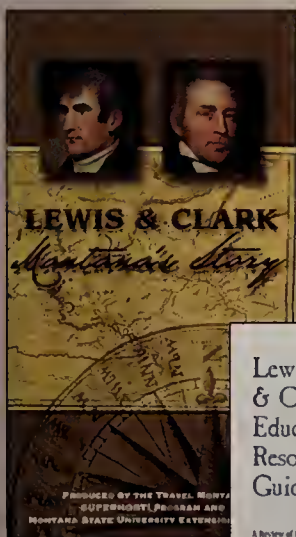
Program Grants

The Commission deemed certain projects of sufficient import to receive direct support outside of the annual competitive project grants program. Funding for these programs totaled \$258,000 for fiscal years 2002–2005. The list of projects includes:

- Lewis & Clark Tour Guide Training
- Bicentennial Public Safety Plan
- Support for Montana Tribal Tourism Alliance
- *A Confluence of Cultures* Symposium
- Nat'l. Lewis & Clark Conference, Great Falls
- *Explore! the Big Sky* Nat'l. Signature Event
- *Clark on the Yellowstone* Nat'l. Signature Event
- *Encountering the Bitterroot Salish* Event
- Interpretive Signs in L&C Trail Corridors statewide
- Corps II Host Community Support

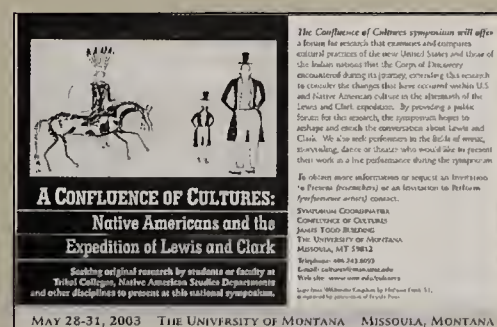
EDUCATION PROJECTS

From its inception, the state Commission viewed education as one of its top priorities. An Education Committee was established comprised of Commissions and members of the public with ties to the state's higher education and K–12 education systems. The most notable projects to date from this committee's efforts include:



- *Lewis & Clark: Montana's Story* — a 22-minute video produced in partnership with Montana State University and Montana Superhost.
- *Lewis & Clark Educator's Resource Guide* — a 197-page published review of Lewis & Clark materials produced in partnership with MSU Project WET; a second edition was printed and distributed in 2004 to approx. 600 Montana school and public libraries.

- *A Confluence of Cultures: Native Americans and the Expedition of Lewis & Clark* — a symposium held May 28–30, 2003, on the University of Montana campus, Missoula. This international conference, designed to examine new perspectives about Lewis and Clark, was jointly sponsored by the state Commission and University of Montana.



- Lewis & Clark Tour Guide Training — three annual training sessions were conducted in partnership with the Lewis & Clark Training Academy and the National Historic Trail Interpretive Center, Great Falls.
- Arbor Day & Lewis and Clark Day in Montana Schools — an event planned for April 29, 2005 to teach Montana's 5th grade students about the importance of Arbor Day and the species identified by members of the L&C Expedition.

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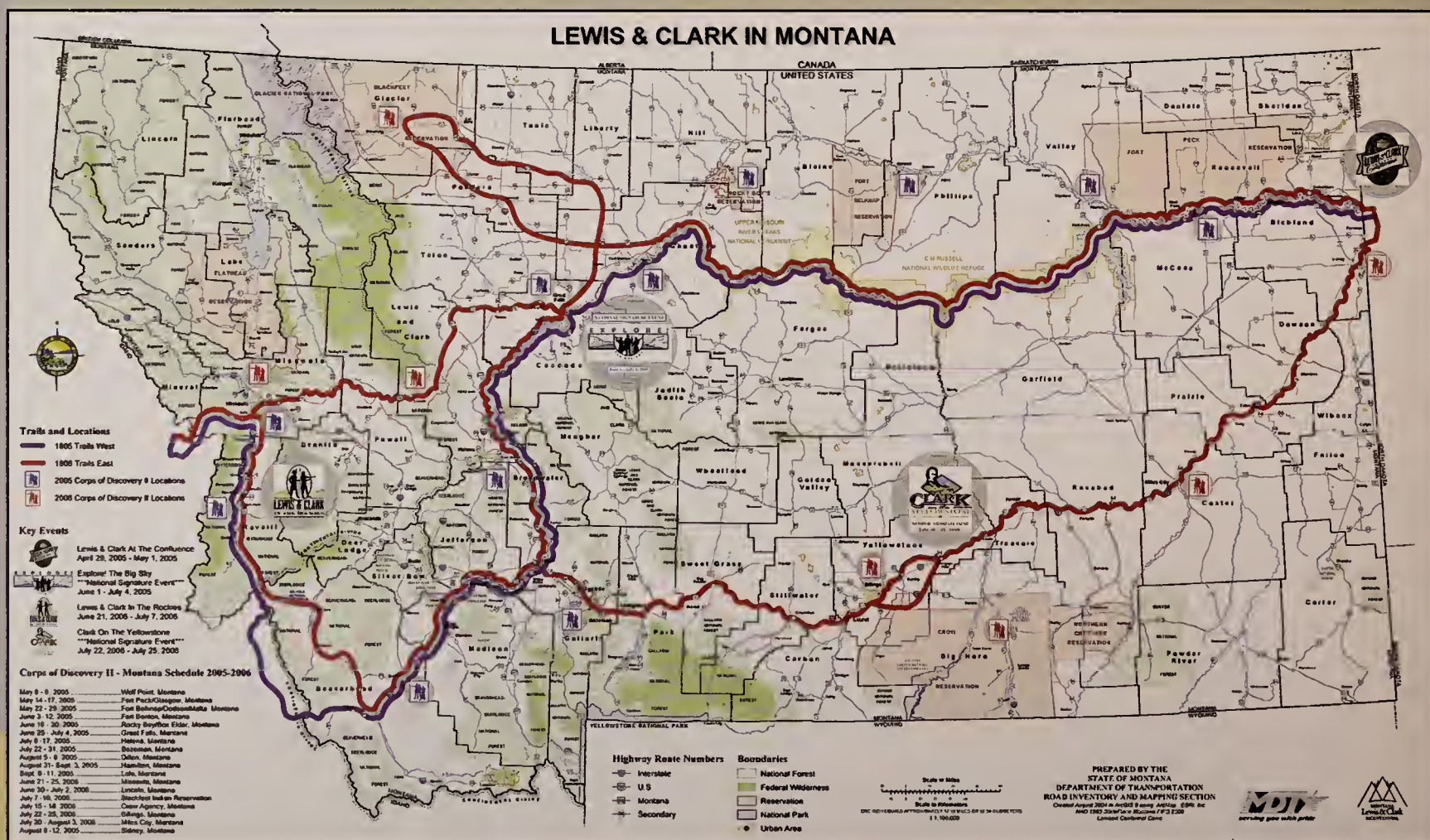
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EVENTS AND ACTIVITIES

Inaugural Events

January 18, 2003, at Monticello, marked the national kickoff of the Bicentennial observance with the first of 15 national Signature Events. Montana was represented by approximately 50 Lewis & Clark enthusiasts and a Montana booth highlighting state events and activities.

Approximately 1,000 Montanans observed the January 18 kickoff with an event held in the State Capitol Rotunda, and additionally many local communities staged events on or around that date.

National Signature Events

Montana will host two National Signature Events:



- *Explore! The Big Sky*, June 1 – July 4, 2005, in the Great Falls/Fort Benton area, commemorates the fateful decision at the Marias River confluence, celebrates the end of the portage in Great Falls, and honors the native cultures of the Plains Indian tribes.



- *Clark on the Yellowstone*, July 22–25, 2006, in the Billings/Pompeys Pillar area, focuses on Clark's journey down the Yellowstone River and the inscription of his name on Pompeys Pillar.

Key State Events

During the next two years Montana will host the following events that are of special significance:



- *Lewis and Clark at the Confluence: "this long wished for spot,"* April 29–30, and May 1, 2005, at the confluence of the Missouri and Yellowstone rivers near present day Fort Union and Fort Buford on the Montana/North Dakota border. The event will commemorate the 200th anniversary of the Expedition's arrival at "this long wished for spot."
- *Encountering the Bitterroot Salish*, Sept. 9–10, 2005, Sula, Montana — a colorful, culturally significant event commemorating the historic meeting of two cultures at Ross' Hole.



- *Lewis & Clark in the Rockies*, June 21–July 7, 2006, in western Montana — an event marking the Corps of Discovery's re-entry from Idaho into Montana planned to include a series of activities at various locations along the Trail in western Montana.
- *Blackfeet Commemorative Event*, July 2006, tentatively planned at the area known as "the fight site." This event will mark the 1806 encounter between Capt. Lewis' men and a Blackfeet hunting party.

Community-Focused Events

Throughout the remainder of the Bicentennial observance, community-based events and programs will be developed and presented across Montana. Updated information can be found at <www.montanalewisandclark.org> under "Montana Events," or by calling the state Commission at 406-443-2109.

- *Corps of Discovery II — 200 Years to the Future* — sponsored by the National Park Service. This eye-catching traveling interpretive park will locate in 18 Montana communities in 2005 and 2006. Local Indian and non-Indian communities will utilize the Tent of Many Voices stage to convey to the world their Lewis & Clark story. Host sites include:

2005

- Poplar, May 6 – 9
- Glasgow, May 14 – 17
- Fort Belknap, May 22 – 29
- Box Elder/Rocky Boy, June 17 – 20
- Great Falls, June 25 – July 4
- Helena, July 9 – 17
- Bozeman, July 22 – 31
- Dillon, Aug. 5 – 8
- Hamilton, Aug. 26 – 29
- Lolo, Sept. 8 – 11

2006

- Missoula, June 21 – 25
- Lincoln, June 30 – July 2
- Blackfeet Reservation, July 7 – 10
- Crow Agency, July 15 – 18
- Billings, July 22 – 25
- Miles City, July 30 – Aug. 3
- Sidney, Aug. 8 – 12



(left and below)
Corps of Discovery II—200 Years to the Future



(below)
Montana interpreter Steve Morehouse



ACCOMPLISHMENTS

Montana Lewis & Clark Bicentennial Master Plan

Completed in October 2000, the Master Plan for Montana was the result of a 7-month collaborative planning process led by the state Commission. Citizens, businesses, state and federal agencies, tribes and community representatives actively participated in identifying the priorities and programs recommended in the plan. The primary goal of this Master Plan is to maximize the opportunity for Bicentennial benefits.



Statewide Interpretive Sign Strategy

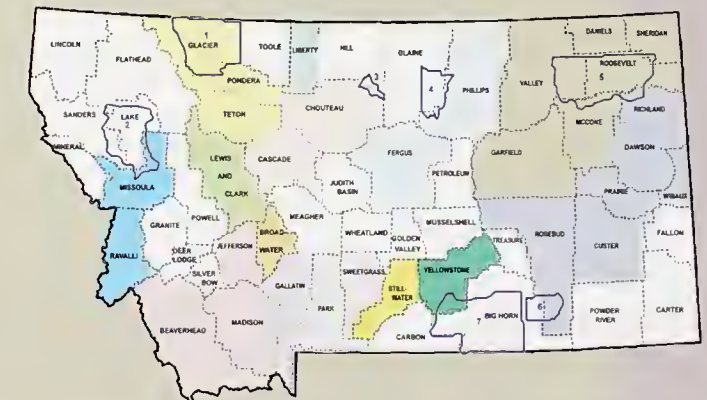
Interpretive signs are a popular source of information and inspiration for the traveling public. Recognizing the need for Lewis & Clark signs that were unified in structure, style and appearance, the state Commission partnered with the Montana Tourism & Recreation Initiative in 2000 to produce an almost 400-page *Statewide Interpretive Sign Strategy* to assist communities, organizations and agencies in the design and production of high-quality interpretation along the Trail in Montana. Subsequently, this document was adopted as a model by neighboring states.

This effort was further enhanced in the fall of 2003 with Montana DOT's agreement to install L&C directional signs along highway rights-of-way notifying travelers of approaching L&C interpretive signs.

Partner Network

Formation of a partner network has allowed the Commission to assist communities and groups statewide with organization and prioritization of an extensive schedule of events, programs and projects, while at the same time developing and coordinating projects of its own. This network consists of the following groups:

- Fourteen Regional Bicentennial Commissions, representing 35 of 56 Montana counties along the Trail
- Montana Tribal Tourism Alliance, comprised of tribal representatives from Montana's 8 officially recognized Tribal governments
- Montana Tourism & Recreation Initiative, a coalition of 18 state and federal agencies in Montana
- Eleven Lewis & Clark Trail Heritage Foundation Chapters statewide
- Membership in the National Bicentennial Council's Circle of State Advisors, comprised of 16 trail state directors



Regional Bicentennial Commissions and Indian Reservations

FUNDING

Base Budget

The Commission's base budget is funded with an annual \$200,000 grant of bed tax revenues from the Department of Commerce — Travel Montana. The Commission has received no general funds from the Montana Legislature.

Bicentennial License Plate

Production and sale of the Lewis & Clark Bicentennial License Plate was authorized by the Legislature in 2001. Plates went on sale in January 2002 at all Montana county licensing bureaus and through December 2004 a total of 31,016 plates had been sold, generating a net to the Commission of \$620,300.

Lewis & Clark Legacy Fundraising Campaign

The Montana Lewis & Clark Bicentennial Commission joined four key partners in this pro-active fundraising campaign. Due to a rapidly changing economic and fundraising environment following Sept. 11, 2001, the campaign has thus far met with limited success. Regional project and event fundraising continues and will be on-going; the state Commission is providing on-going campaign management duties.

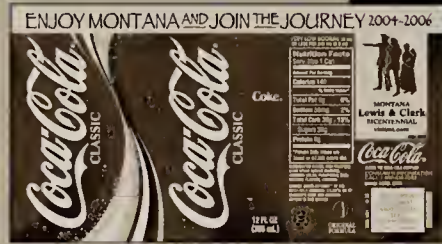


COMMUNICATION

In an effort to fulfill its mandate to serve as a 'clearinghouse' for information related to the Bicentennial, the state Commission implemented the following communications tools.

Publicity Program

In partnership with the publicity coordinators at Travel Montana and the Montana Historical Society, the Commission expanded its efforts to keep Montanans informed and updated through an in-state public relations campaign launched in the spring of 2004. Some of the methods employed included timely press releases, radio and TV PSA production and airing, ongoing radio, TV and newspaper interviews and appearances on statewide talk show programs such as "Face the State." One innovative partnership resulted in the 2004 statewide distribution of Coca-Cola cans displaying a Lewis & Clark image and message.



Arch Ellwein,
Sidney, Montana actor

Fall Conference

In conjunction with one of its three annual meetings, the Commission has hosted five annual Fall Conferences, attended by nearly 200 people each year from Montana and several neighboring Trail states. The communities of Lewistown, Great Falls, Billings and Bozeman have served as host locations for planning conferences.

In 2004, the focus changed from a planning conference format to a two-day Performing Arts Showcase, held June 17-18, where 21 performers showcased their talent for an audience interested in securing performances for a wide variety of venues in 2005 and 2006.

List Serve Updates

Periodic electronic updates are issued to 300+ people nationwide who have self-registered their e-mail addresses through the Commission's web page.

Website

www.montanalewisandclark.org

Information is routinely posted on all aspects of the Commission's activities, including Commission and committee membership, meetings and minutes, regional commission and tribal contacts and activities, funding opportunities, Montana events, related web links, educational resources and opportunities, and a resource library.

STATE DOCUMENTS COLLECTION

FEB 02 2006

MONTANA STATE LIBRARY.
1515 E. 6th AVE.
HELENA, MONTANA 59620

Newsletter

Beginning with the first issue in June 1999, three annual issues of the Commission's newsletter, JOURNAL NOTES, have been published annually and distributed to just over 3,070 people nationwide.

LEGACIES

Mindful of the goal of leaving meaningful legacies beyond the 2003-2006 Bicentennial, the state Commission partnered with the leadership of the 2003 Montana Legislature and the Montana Historical Society for passage of Senate Bill 195, directing the commissioning of a bronze "relief artwork" honoring the legacy of the Lewis & Clark Expedition in Montana.

Artist Eugene Daub was commissioned to produce the 18-foot-wide by 8-foot-high artwork designed for long-term display

behind the rostrum in the Montana Senate Chambers. An unveiling of this original art piece is projected for the summer of 2005. The project is funded by the sale of limited edition bronze and silver medallions, pictured at right, and limited edition miniature versions of the Senate bronze relief art through the Montana Historical Society.



SUMMARY

Montana's state legislature, in establishing the Lewis & Clark Bicentennial Commission, recognized the importance of the Bicentennial observance to the state's cultural identity, its educational system, and its tourism sector. The commemoration is viewed as an opportunity to improve infrastructures, enhance education, build stronger institutions, enhance historical assets, capture a greater share of the tourism economy, and create a dialogue about culturally sensitive topics.

The "Confluence" event, April 29 - May 1, 2005, marks the official start of the Lewis and Clark Bicentennial observance in Montana. Over the coming two years, the state Commission will continue to partner with Montana communities to ensure a successful, community-based Bicentennial observance, one that enriches not only the people of Montana, but guests to our state who will share in our state's rich heritage.